



CITIZEN FOCUS ACTION CLUSTER MEETING MINUTES

LAUNCH OF INITIATIVE CITIZEN CONTROL OF PERSONAL DATA

Meeting Details: 27 January 2021 – 15:00 – 17.00 ONLINE

1. WELCOME AND UPDATES FROM SMART CITIES MARKETPLACE AND THE ACTION CLUSTER CITIZEN FOCUS

Maria Sangiuliano (Chair Action Cluster Citizen Focus) welcomes all participants to the online launch meeting for the initiative „Citizen control of personal data“, part of the Action Cluster Citizen Focus within the European Smart Cities Marketplace. Everyone who has been following the work of the Action Cluster, knows that it has been dealing with data-related issues in connection with smart cities for a while. In particular, the initiative „Citizen-centric approach to data“ led by Antonio Kung in the last three years with a focus on regulatory frameworks and introduction of privacy by design concepts. Several outputs have operationalised GDPR regulations in guidelines during co-creation workshops with many stakeholders. These materials can still be found on the Smart Cities Marketplace website. She explains how this Initiative will take the citizens agency more into focus and concentrate on citizens’ willingness to share and be in control of their data in a transparency and trust-based setting. This is a very complex issue with today’s view on data as a “currency” and the enormous market behind data. This initiative will address the complexities which are behind these topics. Today you will hear about the plans of the new initiative, its concepts, how to make personal data as city data, how to accelerate the growth of urban data platforms, how to feed into consultation mechanisms, and how to develop new Smart Cities business models. The initiative itself has an ambitious working plan for the year ahead. There are many possible interlinkages with the other Action Clusters and Initiatives, and the Citizen Control of Personal Data Initiative will work closely with these other initiatives under the Smart Cities Marketplace.

Judith Borsboom (Action Cluster Coordinator Smart Cities Marketplace) welcomes all participants from the side of the Smart Cities Marketplace team, which is very glad with this new initiative taking off today. The marketplace offers also many other things such as master classes and webinars. She invites everyone to go to the website and join the Action Cluster Citizen Focus and the new initiative’, which will be lead by Shaun Topham, to become part of the Smart Cities Marketplace community and to follow its activities.



2. INTRODUCING THE EUROPEAN POLICY FRAMEWORK ON DIGITAL TRANSFORMATION

Maria Sangiuliano highlights that this new initiative is definitely promising to feed into and integrate with the current policy frameworks at the EC level on GDPR and forthcoming work on a Data Governance Act, and invites Serge Novaretti to sketch the broader perspective in which the new initiative will operate.

Serge Novaretti, DG-CNECT explains the EC perspective on smart cities, and especially from DG-CNECT, which works closely with other DGs in the EC, the Smart City Marketplace and other initiatives as the Intelligent Cities challenge together with DG DIGIT. DG-CNECT is working with cities in the Living-in.EU movement, while the Green Deal and the “Europe fit for the digital age” are priorities of the new Commission. Partly due to the pandemic, the EC does not want to depend anymore on technology solutions that are coming from other parts of the world, and wants to ensure within the EU technological and data sovereignty, what applies to cities, e.g. on urban data platforms and digital twins. Interoperability is a core enabler of this sovereignty or digital autonomy. Together with cities and other organisations and building upon everything that has been done under the Smart Cities Marketplace and other initiatives, DG-CNECT decided a year ago to really scale up digital solutions, especially urban platforms and digital twins to create a cohesive and digital Europe where not only big cities can benefit from the digital transformation, but also smaller communities as villages. Important are avoiding vendor/technology lock-in by interoperability, next to citizens’ digital rights by ensuring data protection and privacy/GDPR by new legislation proposed in December by EC on data governance and markets. Further, DG-CNECT wants to enable integrated solutions that should work across different sectors in one city, across cities and even across borders by building capacity through a network of urban digital platforms, based on data strategies put forward in February 2020 including digital twins. “The European way” or “third way” is not to rely on the IT giants’ solutions and also not on imposing specific solutions to all 80,000 cities in Europe.

Overall Policy Context and Digital needs for cities

- European political priorities : “Green Deal” and “Europe fit for the Digital age”
- At the same time, much of the impact of events and policies takes place at cities and communities level : Covid-19, environmental challenges, migration ...
- **EU technological and data sovereignty** apply at local level in deploying urban data platforms and digital twins, while respecting citizen digital rights.
- **Interoperability** is a core enabler of Europe’s digital autonomy



In addition, DG CNECT supports the roll-out of urban digital twins to help support the goals above.

So far the www.living-in.eu declaration is gaining support, with over 86 signatures from Mayors, Regional and national ministers and 50 supporters from Industry, academia and other associations. It supports doing the Digital transformation the **European Way**. Mr. Novaretti also mentioned the Usercentricity and [A New Governance association](#).

3. CITIZEN CONTROL OF PERSONAL DATA: THE NEW INITIATIVE'S CONCEPT AND ACTION PLAN

Moderator Shaun Topham (Initiative Lead Citizen Control of Personal Data) explains that a lot of very short presentations cover the breadth of what the initiative is trying to do and how it intends to collaborate with the DataVaults project: Sotiris Koussouris will be covering the bigger picture, whereas Paolo Boscolo will be looking at it from a city's point of view. Marina Da Bormida will look at it more from the citizens and ethics and privacy perspective, while Prof. Evans will highlight the experience from the Lighthouses, particularly from Manchester. Haydee Sheombar, Martin Serrano, Ana Gracia Robles and Graham Colclough will contribute with insights covering other important topics that fit in with what the initiative is doing. We want to bring all the initiatives together, also those dealing with free not-personal data, and focus in how that would be used in this instance, by a smart city. The essence of the Initiative (and other initiatives) will be to build a growing "lake" of personal data to support the overall implementation of smart cities by supporting citizen control - and contribution - of their data and bringing down barriers (figure 1 and 2 below). The aim is to reach the 300 million European citizens that are going to have access to data platforms, and hopefully will be sharing their data.



Figure 1 Overview of the initiative and its relation to other programmes and initiatives



PRESENTATIONS AND PANEL DISCUSSION:

Sotiris Koussouris, Suite5 [/GLASS and DataVaults Projects](#) gives a brief glimpse of what GLASS and DataVaults projects are currently working on and what could be provided to this new initiative from a technical perspective. GLASS and DataVaults provided the sparks igniting discussions within the projects that led to this initiative. The idea behind the DataVaults project was to allow citizens to get back control of their data, and provide them with easy-to-use tools and methods for controlling how they connect, share and get value out of this data, and was grounded in European Commission thoughts in an earlier H2020 call. Today, personal data is everywhere and in many cases over-exploited, often for gray-zone purposes, see for example the Cambridge Analytica incidents. This has created a strong movement of citizens that are quite sceptical to survey data and questioning whether the data they provide to different operators are actually used as they are meant to be used, and feel that the value generated out of their personal data is often not flowing back to them. DataVaults tackles these issues. How can citizens trust the platforms that they are selling data to and the operators? How can they be sure that the security of the databases is not compromised? How can they get back value out of this data, without losing ground to fundamental principles as GDPR **and once-only**. Building on existing research outcomes DataVaults tries to provide a suite of tools and applications that allow the citizens to be the ones that identify and collect their own personal data as its rightful owners, and let them choose what type of and how much of those data they would like to share with whom. Letting citizens actually specify a value or price enables them as active players in the data economy with their own material. Such a process makes them the final beneficiaries of the value generated by their data, and not only a give them a small fraction of the value at the end. DataVaults will in its second year develop a prototype which will value smart cities and actors that are willing to acquire data and is more appealing to citizens than it is today. The GLASS project works the same principle, using block-chain for trust and security. The open source tools and solutions of these projects will feed into this initiative's, which will provide a space for discussing and solving different issues that may arise, reaching out to the different actors that should be part of this initiative. This in order to better streamline not only our tools and our offerings, but also the methodology. And finally, we hope that this initiative could also function as a testbed for a broader exploitation path for concrete tools and methods that data seekers could deploy, in order to attract citizens and guarantee to them that their data will be used in the most appropriate manner where everybody can get value out of it.

Paolo Boscolo, City of Prato is also involved in the DataVaultsProject where Prato is a pilot, and interested in how a city can manage citizen data in the right way. He agrees that while citizens share data with many, often private, organisations, they are often reluctant to provide data to public administrations, without a clear understanding of what it will be used for. At the same time, to build as smart city and to analyse what is happening in the city, the city strongly needs the data of its citizens. Oftentimes, this leads cities to having to purchase



data from private companies' that have stolen the data from the citizens. The data the city has in its database are only those related to legal procedures the city manages, and the city is not able to collect personal data as mobility behaviour and use of facilities now without intervention of the citizen. Prato has already experimented with compensation, rewarding or gamification for citizens in order to provide specific services, and want to test this further in the DataVaults project. The city runs many pilots in the project, e.g. population registry certificates with the citizen in a manner that is more respectable of the GDPR, or using the DataVaults platform to collect more data on mobility with agreement of the citizen in a new business model allowing the city to better define policies in mobility and better manage the mobility. Another data pilot is trying to exploit the data platform to be able to put in place a better sample in interviews and surveys using personal data, because the population registry is sometimes not enough. A last pilot covers cultural activity in the city by public and private actors, where the DataVaults platform can provide a new way to manage personal data and implement analytics on potential cultural users behaviour in order to improve their offer to the city. Finally Prato wants to use DataVaults to make citizens engaged in the pilots aware of the consequences of saying yes to a request for providing data when they are using a private application on their smartphone. This kind of platform enables the city to build the rest of the data lake it strongly needs for its policies using a different (business) model than Google, Amazon and Microsoft and so on.

Marina Da Bormida, ETA is a lawyer, also part of the DataVaults project. Ms Bormida focuses on the legal and ethical aspects of the DataVaults approach to data sharing as illustrated below:



A citizen-centric vision is a core element. Citizen surveys will be the main building blocks and more in general the attitude of citizens to sharing of their data. The DataVaults approach rests on ensuring loyalty and good faith in the whole data life-cycle, without adverse effects on individuals, creating win-win situations for citizens in a data sharing ecosystem, and privacy and security by design and by default supported by robust technological solutions.



DataVaults' legal and ethical requirements are operationalised through elements as a Privacy Matrix Dashboard, Informed Consent and Compensation mechanisms. The evolving regulatory framework is explored.

Prof. James Evans, Manchester Urban Institute

Prof. Evans researches how cities can become more sustainable with a particular focus on new technologies and capabilities incorporated for smart governance of cities. He will focus on lessons learned from the Smart Cities Lighthouse projects, based on his experience with monitoring and assessment of more than 30 interventions in Triangulum, all with an ICT element, ranging from data platforms to virtual power plants, smart parking etc. Core goals for the entire H2020 programme were community engagement and getting that engagement into ICT-driven solutions to sustainability challenges. Both were not easy in Horizon2020 project Triangulum and other SCC-01 projects. It is hard to get communities engaged and spent their time, pure ICT elements as urban data platforms often remained too disconnected from day-to-day experiences of citizens to get them engaged. In the end the platforms were being mostly used by professionals and not used widely by citizens. DataVaults' approach to getting citizens' buy-in could both make the platforms better and have more data, also giving citizens a stake in its use. Currently Google control and citizens don't. For instance, location data from smart phones are huge valuable for understanding exposure to air pollution, time spent indoors/outdoors and where etc. This is needed for going beyond the current regional modelling of air quality and its implications for health, traffic data and noise, Covid-19 social distancing. Utility data sharing could enable targeted retrofit programmes, fuel poverty prevention for just transition. Also local authorities have personal data they cannot use for addressing public challenges. Despite popularity of the retrofit visualisation tool, residents often unwilling to share data about technical performance of their houses and even more about personal data. Prof. Evans seconds the need for a collective approach, incentivising is part of it but also culture change.

Haydee Sheombar, Erasmus University, emphasizes that people often want to know what is in it for them. In H2020 SCC-01 Ruggedised project, Haydee surveyed 80 cities in Europe for their state-of-play and directions on Urban Data Platforms and consulted 30 global experts, both companies and governments. She stresses the most difficult thing to achieve is citizen engagement. This comes back to why citizens would do this. Global experts were of the opinion that monetisation of data could help to engage citizens. However, also other use cases for personal data should be examined, e.g. for good or for self-nudging for responsible behaviour (the latter being researched in another project). Regarding "data pots as Tim Burner Lee calls them, think about the application and use case from consumer perspective and not only from the perspective of the government. Lastly, Haydee points to ethical questions as whether data vaults are increasing the gap between tech-savy and non-tech-savy persons leading to higher digital inequalities.



Martin Serrano, [i3-market](#), National University of Ireland, researches smart cities from the perspective of technologies and the evolution of cities from data representation and measurements perspective. Data come from policies, services, infrastructures and technologies. Cities have often the same structures but except KPIs do not have common agreements on standardised representation of cities in data. One of the main elements needed is to enable the possibility of transforming data into value. Smart cities are more open environments, but large differences exist between cities in terms of volumes of open data and eagerness of citizens for more services based on these data. Martin is running two projects. One is about transformation of data into value, where citizens cannot monetise these data by themselves - just like oil data needs refinement and a market before having value for citizens. The Big Data technologies are the modern refineries. The other is on big data in the contest of marketplaces, virtual places where all data can be accessed. There have been many successful projects on urban data portals but these lacked the commercial element of a marketplace. The project investigates its business models in the form of smart contracts, which can empower the owners of the data.

Ana Garcia Robles, [Big Data Value Association](#) represents a research and innovation community bringing industry and research together across Europe. They have a partnership with the European Commission on big data value and a new one on AI data and robotics. She welcomes this initiative setting rules and frameworks for citizen data. Creating trust in citizens is fundamental and citizens must play an active part in setting the rules for the data economy. The Big Data Value Association has defined roadmaps and guidelines for this. Personal data platforms were identified as key elements to experiment on implementation of GDPR next to control and sharing of personal data. The platforms are now scaling different methods and frameworks. Task Forces work on several issues related to citizens and their right to their own data. Several recent papers discuss how data sharing, data control and data spaces are beneficial to citizens, businesses, research and policy makers. They highlight five key points: 1) full control of personal data for citizens; 2) citizens understanding and controlling the flow of value of their data and deriving benefit from it; 3) access to personalised and cross-sectorial business-to-customer services; 4) increasing importance of data monetisation, and 5) digital skills of citizens. Ana invites everyone to become active in the Taskforce on data spaces on the aspects of personal data.

Graham Colclough, **Chair Action Cluster Integrated Infrastructures and Processes of the Smart Cities Marketplace**. Mr. Colclough presents the Action Cluster and highlights the importance of cooperation between the new Initiative and the Initiative already established on Urban Data Platforms. The goal is having 300 million people served by Urban Data Platforms by 2025. The reality is that cities are focused on efficiency, and not on proper interaction with citizens while implementation needs to be sped up substantially. The Urban Data Platform initiative wants to build trust between businesses and government in terms of technical solutions, and between governments and citizens in terms of their engagement.



Further it aims to get the technical means in place by packaged solutions for cities to implement, containing documents, guidance and tools giving cities confidence in moving forward. There are strong links between these Smart Cities Marketplace initiatives on Urban Data Platform and Personal Data, and external parties as those working on Living-in.eu and we need to manage that collaboration. Mr. Colclough also emphasizes how consistency and applying commonality and standardisation help to build trust and confidence.

4. Q&A AND DISCUSSION

Maria Sangiuliano thanks all panellists and invites attendants to come forward with their questions. Regarding how to provide value for data to citizens, Mr. Boscolo (of the City of Prato) clarifies how the compensation mechanism has not yet been tested in the city, but Italy has experienced success with recruiting citizens to support some of their digital apps through pay-back. This was exemplified by a recent COVID-app. Although many citizens were initially reluctant to share their data, despite data privacy being observed, its use became more popular through pay-back. Mr. Serrano adds that while there are not so many studies that actually prove that the money is not flowing back to citizens, there are many studies that have tried to calculate the value of personal data in different systems. Showing this information to citizens makes them realising the value of their data, making them interested in this. Surveys with SMEs and administrations showed that they were quite positive about providing some kind of compensation to citizens although it is often not much at the moment. In response to this, Ms. Sangiuliano points to other factors explaining why the Covid-19 app did not scale up in Italy, despite being co-designed with citizens, such as the public administration not being able to feed data back into the system.

A question from the audience is about why stressing the monetary value rather than intuitiveness, efficiency and effectiveness of privacy when economic scale-up is unlikely in the short to medium term. Ms. Sheombar referred to her earlier remark that monetisation of data was considered as the key factor to get citizens engaged by both the private and the public sector. She thinks both this rationale (“capitalist citizen”) and data sharing for altruism (“good citizen”) should be researched and tested more.

Comments in the chat about giving citizens a stake in the process, raise the question if governance models have been tested in DataVaults project. Ms. Da Bormida highlights that a set of initiatives to involve the citizens is planned, such as surveys on the attitude of the citizens on data sharing and DataVault tools.

There is also a question about what happens with the data in the after-consent process and providing the data, especially when algorithms are processing those, e.g. with AI. Ms. Garcia Robles fully agrees that this is as important as engaging the citizens in data sharing.



Transparency and fairness about how, for whom and for what the value is extracted out of the data, are key to this. This requires a lot of digital skills transfers.

Another question asks which legal basis is more appropriate for the public projects presented, as it seems that the public interest legal basis (Art 6.1.e GDPR) is meant to allow data collection regardless of the citizen's consent, attitude, trust, etc. Mr. Boscolo and Ms. Da Bormida make clear that informed consent is the main approach in their project. Ms. Da Bormida mentions there are also other legal bases to legitimating personal data processing, such as performance of a contract or being in the public interest etc.

Mr. Colclough points out it would be great to know more about next steps so focused contributions can be made. Further he brings up the issue of standardisation, mentioning that international bodies are quite active in providing standardisation. He recommends the initiative to reach out to and help inform these bodies (Action Point).

A last question asked if there is any explicit consideration of data that is voluntarily collected, esp. by citizen scientists. This might be only a particular niche but there are considerable amounts of people out there that for example monitor the environment (incl. air quality, noise, etc.). How does this play into what was discussed so far? Mr. Topham answers that specific personal data being collected through such initiatives could support the overall data collection from the city for policy making and smart city services. The more data the better and it's not either or. Ms. Sangiuliano also expects some interesting input could be collected from the Horizon2020 Smart City Lighthouse projects experimenting with citizen science when continuing the work of the initiative.

5. FINAL REFLECTIONS ON THE WAY AHEAD

Georg Houben, DG-ENER

Mr. Houben explains how future programmes will keep supporting frontrunner cities to go ahead and guide the way forward. He expresses gratitude for the close links to other initiatives such as the Living-in.eu and the new Initiative under the Smart Cities umbrella and refers to funding for the Mission on Climate-Neutral and Smart Cities. He mentions the new initiative is inspiring and hopefully the future will bring even more of these sort of initiatives supporting getting “things on the ground”. We have to create a common narrative. He ends by pointing to the Smart Cities Marketplace as one-stop shop and the matchmaking opportunities offered: <https://smart-cities-marketplace.ec.europa.eu/matchmaking/call-for-projects>. As we also need to get things on the ground, the matchmaking facility is keen to help with financing smart city projects and helping with viable and bankable business models. This can work very well with digital platforms and the ideas about value in this initiative.



6. WRAP-UP AND NEXT STEPS

Shaun Topham (Initiative Lead Citizen Control of Personal Data)

Mr Topham ends by explaining how the overall purpose is to “lubricate” future smart city work and hopefully support future work. In short-terms, a workshop will take place on February 25th to structure the coming months. The initiative builds further on the Erasmus study by identifying which lighthouse cities can help, unpicking what trust really means for citizens, making sure that we have multiple cities to deploy. He asks everybody to send feedback and input to prepare the next workshop to: shaun.topham@eu-forum.org.

“We have just started and we can go a long way together” he ended. (Action Point)

Ms. Sanguiliano explains that the website for the initiative is now being created. She welcomes the forthcoming work and highlights the possibilities for synergies. She thanks Mr. Topham, the speakers and participants and closes the session.

Smart Cities Marketplace Team

Esben Pejstrup

Judith Borsboom